

## Rex Ridenoure

Rex Ridenoure is CEO of Ecliptic Enterprises Corporation, with main offices in Pasadena, CA, and a Silicon Valley office in the NRP. Since co-founding Ecliptic in 2001, he has directed the firm's strategic planning and partnering, customer and business development, marketing and sales efforts.

Ecliptic's popular RocketCam™ product family is the world's leading brand of onboard video systems used with rockets and spacecraft during commercial, civil and defense missions, including every Shuttle launch and most U.S. launch systems, *SpaceShipOne*, NASA's *LCROSS* lunar impacting and *GRAIL* lunar mapping missions, and many more. RocketCam fans can expect on average a launch every 4 to 6 weeks for years to come.

Since 1980, Rex has been a champion of and active participant in the emerging—and now accelerating—market trend pushing private and commercial space business approaches and practices beyond Earth orbit to the Moon and beyond, and since 1985 has been an active contributor to the small satellite community.

For the first 20 years of his career while working at Hughes, Lockheed and JPL, Rex made significant technical contributions to more than a dozen pioneering space projects and studies such as several of the earliest Shuttle-launched communications satellites, the *Hubble Space Telescope*, *Voyager 2* (Neptune), the *Lunar Observer* pre-project, ultra-low-cost *SURFSat* secondary payload, *Deep Space 1* and several other efforts. On *Hubble*, he was co-organizer in 1980 of a proposed Lockheed corporate astronaut office and also served as a space-suited test subject for *Hubble* in-orbit servicing simulations.

In the late 1990s he successfully transitioned into the entrepreneurial space arena. He played a catalytic role in the 1998 salvage of the stranded *HGS-1* comsat, when a novel lunar swingby orbit method made *HGS-1* the first commercial spacecraft to reach the Moon's distance. From 1998-2000 Rex was Chief Mission Architect at SpaceDev, one of the first self-proclaimed commercial space-exploration and development companies. During 2000-2001 he was Chief Mission Architect and VP for Commercial Payloads at BlastOff! Corporation, an Idealab company, which made the most progress to date toward sending the first commercial spacecraft to the surface of the Moon. In 2008 Rex was Deputy Project Manager for the privately developed *Spirit of Southern California* lunar lander, the concept entered by the Southern California Selene Group for winning the Google Lunar X PRIZE.

Rex earned his M.S. in Aeronautics from Caltech and B.S. in Aerospace Engineering (Cum Laude) from Iowa State University (Ames).